

ORDER



Orders	Order / Rev:	68805
	Alt Order #:	9853139 /Brad
	Product Desc:	Bob Casey for Senate
	Estimate:	
	Flight Dates:	10/30/12 - 11/06/12
	Original Date / Rev:	10/28/12 / 11/02/12
	Order Type:	GENERAL

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency	Name:	Shorr Johnson Magnus
	Buying Contact:	
	Billing Contact:	
		1831 Chestnut Street
		Philadelphia, PA 19103

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Casey/D/Senate
	Demographic:	HH
	Product Codes:	State Elections
	Priority:	P-3
	Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru: _____
Order Separation: 00:15:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	55	\$29,405.00	\$24,994.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	55	\$29,405.00	\$24,994.25	0.00
Total	55	\$29,405.00	\$24,994.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Millennium Washington DC Start Of Order - End Of Order 100%

Order Share

Class Share	Share	Total
WHP-TV CBS21	22%	\$29,405.00
Market	100%	\$133,659.09

Competitive Share

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	78%	\$104,254.09
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

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WHP-TV CBS21

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WHP-TV CBS21

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WHP-TV CBS21

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 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WHP	10/30/12	11/05/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T---	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	---T---		1	\$1,700.00			0.00					
N16	WHP	10/30/12	11/05/12	Thu Reg 3 Thu 10p-11p	CM	10p-11p	---T---	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	---T---		1	\$1,400.00			0.00					
N17	WHP	10/30/12	11/05/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M-----	:30	1	\$1,300.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	M-----		1	\$1,300.00			0.00					
Spot	Ch	Date Range	Description			<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Type</u>
1	WHP	10/30/12-11/05/12	Mon Reg 3			10p-11p				M-----		:30	(\$1,300.00)	0.00	NM
			See MG 6.7,6.8,6.9,6.10,6.11												
			[No Avail]												
N18	WHP	10/30/12	11/05/12	Mon Reg 2 Mon 9p-10p	CM	9p-10p	M-----	:30	1	\$1,500.00	P-3	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	M-----		1	\$1,500.00			0.00					
N19	WHP	10/30/12	11/05/12	Wed Reg 3 Wed 10p-11p	CM	10p-11p	--W---	:30	1	\$1,100.00	P-3	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	--W---		1	\$1,100.00			0.00					
N20	WHP	10/30/12	11/05/12	Sun Reg 3 Sun 9p-10p	CM	9p-10p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S		1	\$1,200.00			0.00					
N21	WHP	10/30/12	11/05/12	Sun Reg 2 Sun 8p-9p	CM	8p-9p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S		1	\$1,800.00			0.00					
N22	WHP	10/30/12	11/05/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S		1	\$1,200.00			0.00					
N23	WHP	10/30/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$150.00	P-3	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		5	\$150.00			0.00					
N24	WHP	10/30/12	11/05/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	5	\$140.00	P-2	0.00	NM	4	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	MTWTF--		5	\$140.00			0.00					
Spot	Ch	Date Range	Description			<u>Start/End Time</u>				<u>Weekdays</u>		<u>Length</u>		<u>Rate</u>	<u>Type</u>
2	WHP	10/30/12-11/05/12	Letterman			1135p-1235a				MTWTF--		:30	(\$140.00)	0.00	NM
			See MG 6.7,6.8,6.9,6.10,6.11												
			[No Avail]												
N25	WHP	10/30/12	11/05/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/30/12	11/05/12	-----S		1	\$150.00			0.00					

Totals 55 \$29,405.00